

community forums in 2003. The 2004 Citywide Retail Policy Report recommended additions and modifications to the General Plan to refine and expand existing policy. The Report evaluated existing policy and suggested the consideration of additional policies and implementing policies around retail design and development. In 2008, the General Plan was amended to incorporate the major policy recommendations from the 2004 Citywide Retail Policy Report and amend the policies as necessary to reflect current Alameda goals and priorities for Alameda's retail business areas.

Guiding Policies: Retail Business and Services

- 2.5.a Provide enough retail business and services space to enable Alameda to realize its full retail sales potential and provide Alameda residents with the full range of retail business and services.

Many Alameda residents travel to neighboring jurisdictions to find the retail and businesses services they need. This results in a loss of retail sales tax to other cities that is needed to fund City of Alameda services and facilities, such as police, fire, and recreational services, and it results in additional traffic at the City's limited number of Estuary crossings.

- 2.5.b Revitalize Alameda's historic Main Street business districts on Park Street and Webster Street while maintaining their small-city scale and character.

The Main Street Business Districts on Park Street and Webster Street provide the primary concentration of specialty shops and a wide range of retail sales, services and entertainment uses to meet community-wide market demands. These districts are pedestrian-oriented districts with historical patterns of development that limit building form and limit the ability of individual businesses to provide off-street parking. The work of the Alameda Main Street Project is evident in both districts. The Park Street Historic District is on the National Register of Historic Places.

- 2.5.c Continue to support and promote Park Street as Alameda's downtown, the entertainment, cultural, social and civic center of the City, by providing a wide variety of commercial, retail, cultural, professional and governmental services.
- 2.5.d Continue to support and promote Webster Street as the shopping, dining, entertainment, and community service center for present and future residents west of the West End.
- 2.5.e Discourage offices from occupying ground floor space suitable for retail within the Main Street business districts and the Neighborhood business districts.